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DEPARTMENT OF TRANSPORTATION STATE OF HAWAII

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Overall Safe Driving Marketing Plan

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Department of Transportation Public Safety Marketing Overall Safe Driving Marketing Plan

Objective:

The objective of this plan is to provide an outline for recommended marketing activities that should be considered to supplement the four major areas addressed in individual plans: Extreme Speeding; Seatbelts; Senior Pedestrian Safety and Motorcycle Helmets.

Overall Research Conclusions:

Some of the areas addressed in the research included broad areas related to traffic safety that were not directly associated with the four major study areas, however these are supplemental issues that impact the four areas. Here are the major conclusions:

- Overall traffic fatalities have remained fairly constant since 1994, however there are still too many and the number of fatalities for 2004 is likely to be higher than for 2003.
- Hawaii's roads are getting more crowded.
 - In the past twelve years the number of licensed drivers have increased by 19%. There are 1.2 vehicles per licensed driver.
- Drivers are not necessarily familiar with Hawaii driving rules – formal as well as informal.
 - Only 55% of Hawaii residents were born in Hawaii.
- Interim testing at the time a Driver's License is renewed is no longer required; therefore it is unclear how people know what the rules are especially if they have changed since they first received their license or if they are from another State.
- People believe the major causes of traffic fatalities are drunk driving, speeding, inattention and drugs.
- Most drivers do not respect and/or follow proper driving etiquette; for example speeding is something almost every driver does at some time.
 - 78% of the population believes that people speed and only 12% of the population always follows the speed limit.
- People believe that traffic in Hawaii contributes to bad driving. 47% of the population agrees that traffic in Hawaii creates aggressive behavior that causes drivers to speed.

- People do not believe they will be in an accident, they believe they are good drivers and people who get into accidents are bad drivers.
 - Only 19% of people believe they will be in an accident.
- Drivers behave as if bad driving is acceptable. Focus group participants talked about ongoing bad driving behavior: slow drivers occupying the left lane, people not signaling prior to changing lanes or turning, drivers who cut back and forth throughout traffic, driving too busy doing something else (like talking on their cell phone) to pay attention to traffic and no one really knowing what the specifics on laws.

Recommendations

SMS recommends increasing awareness in the community of the need to drive safely, courteously and looking out for others. Over time this campaign will improve driving skills and decrease the tension that contributes to aggressive driving. The following recommendations should be integrated into the four major plans:

- A television campaign should be considered to reinforce drivers' understanding of the laws and rules of driving, at the same time building support for driving safely. One possibility is a "Shakka" campaign with the shaka sign being the symbol and standing for "Safe Hawaii for All Keiki & Kupuna Always." Over time safe drivers can give other courteous drivers the shaka sign to acknowledge good driving.
- Corporate sponsorships should be integrated into this effort, possibly building off of DTRIC's "Drive with Aloha" campaign. Expand the campaign to include car magnets.
- The DOT website should reinforce the above campaign by providing laws, links with sponsors, locations where people can get additional information.
- Legislation should be considered to reinstitute periodic testing to reinforce drivers' understanding of the laws.

Summary of Recommended Actions

| | Year One | Year Two |
|------------------------------|--|--|
| <i>All Community Members</i> | <ul style="list-style-type: none">●Build awareness of the need for better driving through television ads, radio ads, create an overall Brand Campaign for safe driving●Intermix with the other four areas●Build community support through sales of magnets, web interactions, corporate sponsorships | <ul style="list-style-type: none">●Continue to create awareness for safe driving |
| <i>DOT/ Vendors</i> | <ul style="list-style-type: none">●Coordinate all communications efforts and/or create a coalition for safe driving●Bring more organizations together to support this effort | <ul style="list-style-type: none">●Continue to grow the coalition for safe driving |
| <i>Legislation</i> | <ul style="list-style-type: none">●Increase opportunities for drivers to learn about the law – more testing at license renewal, class requirements for everyone getting their Hawaii license for the first time | <ul style="list-style-type: none">●Educate on new rules |